

NASA Advisory Council

Education and Public Outreach Committee

2010 Draft Work Plan

Sept. 13, 2010

Help provide leadership in shifting the NASA culture to make public engagement and participatory exploration a priority in the initial concept and design of the agency's various technical and scientific missions. Recommend strategies that will make NASA's communications efforts more an integral part of the agency's mission planning, implementation, and execution.

Assess resources provided NASA's various external and internal communications efforts and provide input that can lead to a more focused overall effort, including better collaboration and cooperation between the Office of Communications and the various Outreach and Informal Education organizations supported by individual programs and agency Mission Directorates.

Provide information on new and successful trends in the use of television, multimedia, social networks, and other emerging technologies that have relevance for NASA's Office of Communications in disseminating and sharing the agency's missions of exploration and discovery.

Drawing on the expertise of the committee members, provide recommendations regarding evaluation strategies, performance metrics, and help NASA's communicators reconcile often conflicting directives regarding marketing and promotion versus dissemination and informing.

Review and provide recommendations to a proposed update for the "NASA Policy on the Release of Information to News and Information Media," which was last updated in March 2006.